

Message Text

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ACTION TRSE-00

INFO OCT-01 EUR-12 ISO-00 AGR-05 CIAE-00 COME-00 EB-07

INR-05 LAB-01 NSAE-00 RSC-01 SP-02 STR-01 SWF-01

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R 220840Z NOV 74

FM AMEMBASSY BERN

TO SECSTATE WASHDC 9876

INFO AMEMBASSY VIENNA

AMCONSUL ZURICH

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E.O. 11652: N/A

TAGS: ETRD, SZ

SUBJECT: COUNTERVAILING DUTY INVESTIGATION; EMMANTHALER AND
GRUYERE CHEESES

REF: BERN 4353

1. SWISS PRESIDENT AND MINISTER OF PUBLIC ECONOMY BRUGGER
EXPRESSED CONCERN NOVEMBER 21 TO ASSISTANT SECRETARY OF
STATE ENDERS ABOUT POSSIBLE UNFORTUNATE EFFECT ON CLIMATE
OF U.S. - SWISS RELATIONS WHICH COULD RESULT FROM U.S.
COUNTERVAILING DUTY ACTION AGAINST IMPORTS OF SWISS CHEESE.
BRUGGER NOTED THAT SWISS DAIRY FARMERS HAVE POLITICAL
INFLUENCE FAR GREATER THAN THEIR NUMBERS. COMMENT: BRUGGER
APPARENTLY HAD IN MIND UPCOMING PARLIAMENTARY CONSIDERATION
OF SUCH MATTERS AS U.S.-SWITZERLAND JUDICIAL ASSISTANCE
TREATY, INTERNATIONAL ENERGY PROGRAM RATIFICATION, AND
POSSIBLE F-5-E PURCHASE. ON LATTER, HE NOTED EVALUATION
PROCESS UNDERWAY AND IF "ACCEPTABLE PROPOSITION" PUT
FORWARD, PURCHASE LIKELY. END COMMENT

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2. AMBASSADOR JOLLES, DIRECTOR, SWISS DIVISION OF COMMERCE,

ALSO REFERRED TO COUNTERVAILING DUTY PRELIMINARY INQUIRY
NOVEMBER 20 TOWARD CLOSE DISCUSSION OTHER MATTERS. HE
NOTED THAT DAIRY PRODUCTS SUPPORT PROGRAM LEADS TO
EXTREMELY HIGH DOMESTIC PROICES AND THAT SWISS CHEESE PRICES IN
U.S. WELL ABOVE BOTH U.S. DOMESTIC AND COMPETITOR COUNTRY
PRICES FOR SIMILAR TYPE CHEESES. SWITZERLAND'S SHARE IN
U.S. IMPORT MARKET HAS STEADILY DECLINED FROM ABOVE 50
PERCENT PRIOR TO 1966 TO ESTIMATED 11.3 PERCENT IN FIRST
HALF 1974.

3. AMBASSADOR JACOBI OF DIVISION OF COMMERCE RECALLED
THAT GOS HAD NOT TAKEN ACTION AGAINST SUBSIDIES PAID ON
U.S. POULTRY EXPORTS TO SWITZERLAND DESPITE STRONG PRESSURES
TO DO SO FROM EC AND DENMARK. HE HOPED THAT PRESENT
INFORMAL PRELIMINARY INQUIRY WOULD NOT LEAD TO FORMAL
INVESTIGATION.

4. ENDERS TOLD BRUGGER AND JOLLES THAT USG CERTAINLY
AWARE OF POLITICAL IMPORTANCE OF CHEESE EXPORTS IN
SWITZERLAND BUT TREASURY HAD CLEAR RESPONSIBILITIES UNDER
COUNTERVAILING DUTY STATUTE AND MUST BE RESPONSIVE WHEN
COMPLAINT RECEIVED.
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